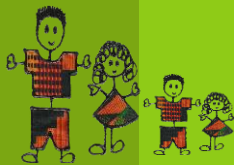


*A Great Opportunity! A Great City! A Great Time! to
Inve\$ in the Economical **FUN**damental & **E**ducational....*

THE GREATER CHARLOTTE MULTIPLEX **4** FAMILI**E**'S

ENTREPRENEURSHIP-ENTERTAINMENT EDUCATION & EVENTS



Presented by Donna Lee Reed
704-567-5118



Greater Charlotte Multiplex **4** Famili**E**s

Entrepreneurship – Entertainment – Education – Events

HISTORY 2009 - PRESENT

- Donna Reed is an Entrepreneur, Business Coach & Strategist, Pastor and 23 year resident of East Charlotte.
- (3 of Ms. Reed's 4 daughter's first jobs were at Eastland Mall).
- Ms. Reed is the founder of Teach Boys And Girls Success (TBAGS) and Home4me, Inc. Talent, Career & Entrepreneurial Development while taking the concerns of homelessness from teens "in" and "aging out" of foster care.
- 2010 - Prior to the City of Charlotte's purchase of Eastland Mall, Donna Reed met separately with Mayor Anthony Foxx, Brad Richardson and others to discuss a redevelopment concept of Eastland Mall. --- After the purchase of Eastland, Ms. Reed was informed that there were several concepts and companies looking at the property and a partnership would be beneficial.



Greater Charlotte Multiplex 4 Families

Entrepreneurship – Entertainment – Education – Events

HISTORY 2009 - PRESENT

- Ms. Reed formed the organization Youthful Energy Foundation (YEF) and incorporated the family entertainment concept with Central Avenue Studios to form Studio Charlotte.
- YEF's concept and vision won the RFP and entered into an MOU with the City of Charlotte, however, the focus remained on the sound stages and Donna Reed, YEF or the Family Entertainment Complex were not a part of any discussion during the MOU period. Since then Ms. Reed has continued to pursue the opportunity to redevelop 10 – 15 acres of the Eastland property.
- Ms. Reed spoke at the final March 24, 2014 City Council Meeting and was assured her concept would have an opportunity to be heard and considered during the redevelopment of Eastland Mall. Ms. Reed dissolved YEF & formed the Greater Charlotte Multiplex 4 Families to pursue 10–15 acres of the former Eastland property.



Greater Charlotte Multiplex 4 Families

Entrepreneurship – Entertainment – Education – Events

Mission

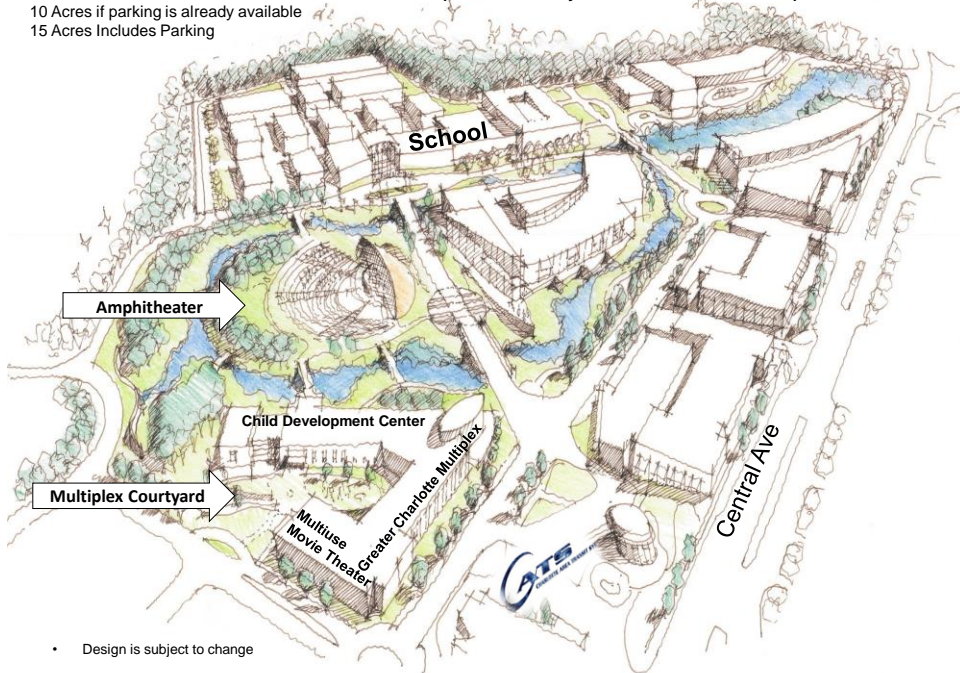
Restoring Family time, the Influence
Eastland once had and the
Economic Impact it will have again !!!



The GCM's mission is to be the upscale economic catalyst and educational model that impacts East Charlotte and communities globally, from childhood to millennials to senior citizens, through education, family entertainment and the use and training of technology along with talent and entrepreneurial development.

State-of-the-Art Greater Charlotte Multiplex - Family Entertainment Complex

10 Acres if parking is already available
15 Acres Includes Parking



THE MULTIPLEX

- Child Dev Center
- Family Entertainment Complex
- Multi-use Movie Studio
- Office & Co-op Rental Space
- Courtyard

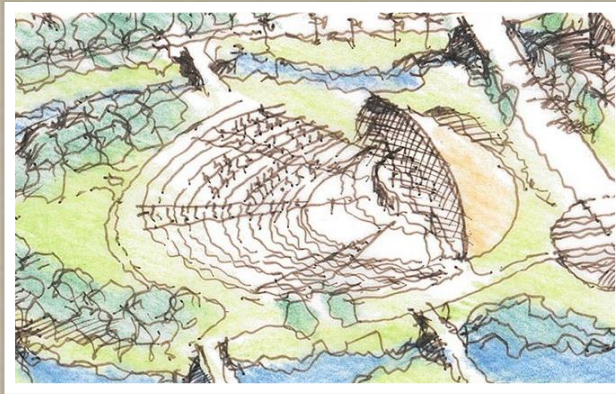


• Design is subject to change



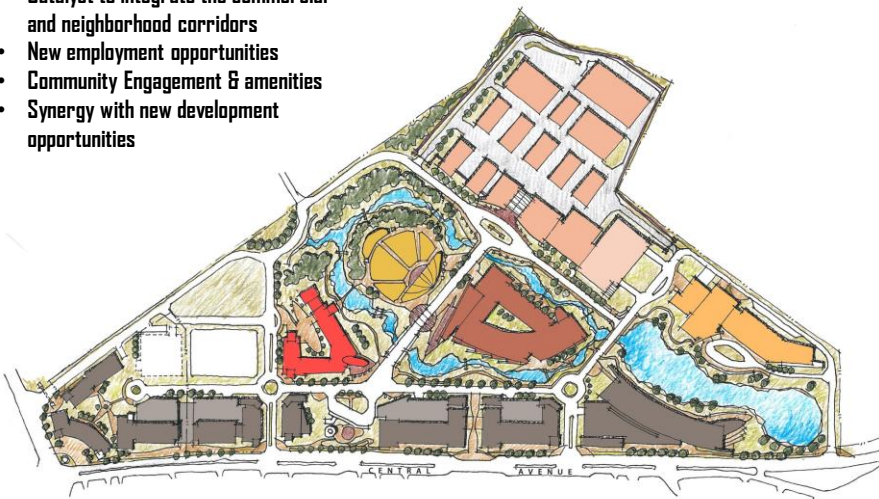
THE AMPHITHEATER

- Outdoor Entertainment
- Large Screen Movies on the Lawn
- School Performances & Activities
- Daily Lunch-time Special Events



NEW & EMERGING MARKET DRIVEN ECONOMIC CLUSTER

- Catalyst to integrate the commercial and neighborhood corridors
- New employment opportunities
- Community Engagement & amenities
- Synergy with new development opportunities





INVESTORS ARE WAITING FOR THE OPPORTUNITY GREATER CHARLOTTE MULTIPLEX

- \$18 Million
- 90,000 – 120,000 Square Feet
- First Phase – Multiplex
- Second Phase – Amphitheater
- Flexible with new development opportunities



THE NEED FOR THE GREATER CHARLOTTE MULTIPLEX AT EASTLAND



East Charlotte is currently lacking the following list and the State-of-the-art Multiplex will fill the need.

- Economic Catalyst
- Meeting Places
- Family Entertainment
- Youth Educational & Fun Activities
- Senior Entertainment Activities
- Community Access Film Studios
- Child & Youth Development Center for Homeschool & After school
- Corporate Conference Space with Entertainment Amenities

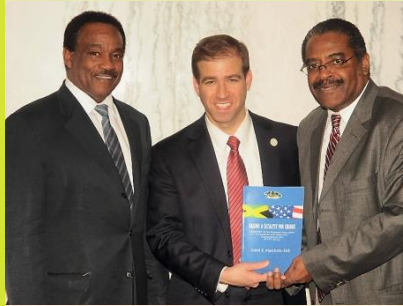


The Multiplex will create:

- 136 Full & Part time jobs
- Training and Entrepreneurial Development
- An Attraction on the East side accessible to thousands through the transit
- An Attraction accessible to Uptown, Colleges & Residents
- Talent Development through "After School City"
- Extended Development in the area



LANCE A. GORDON, JR., MCP DEVELOPER



Lance Gordon, left, Mayor of Hartford, CT center

- ⊙ 25 Years Experience
- ⊙ Commercial flex-space mall
- ⊙ Car Dealerships
- ⊙ Residential/Condominiums
- ⊙ Senior Housing (41 units)
- ⊙ 125,000 s.f. health center

The one area needed to complete the Multiplex plans was a developer. In 2016, Ms. Reed meet Lance Gordon from CT who is qualified and interested in developing the Multiplex on the Eastland property. Mr. Gordon was unable to make todays meeting but will be in Charlotte in May 2018.



BERNIE ROBINSON FAMILY ENTERTAINMENT COMPLEX CONSULTANT



Bernie Robinson, Family Entertainment
Complexes, Consultant, Management Teams

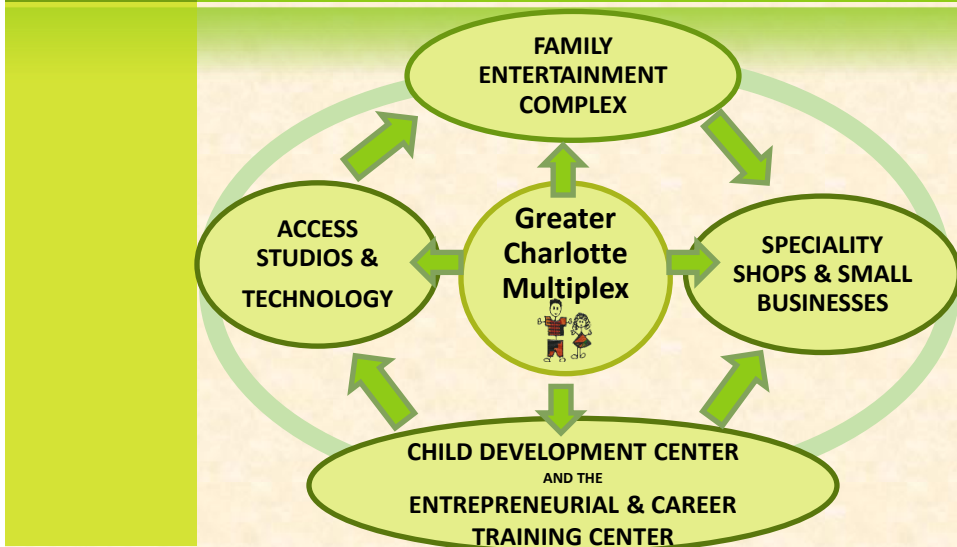
Birthday University



The second area needed to complete the success of the Multiplex plans was a Family Entertainment developer and consultant. In 2011, we hired Bernie Robinson as a consultant to develop the strategy, and a financial success plan for the Greater Charlotte Multiplex. Mr. Robinson has 20 years of experience as a Family Entertainment Consultant and unofficially evaluated the need for a FEC in East Charlotte.



GREATER CHARLOTTE MULTIPLEX REVENUE GENERATING USAGE



GREATER CHARLOTTE MULTIPLEX REVENUE GENERATING USAGE

- ⊙ Educational Arcade (Dave & Buster type)
- ⊙ Indoor Golf – Laser tag – Trampoline
- ⊙ Movie Theaters & Bowling Alley
- ⊙ Access Studios- Commercial rentals
- ⊙ Industrial Kitchen for Catering/Restaurant/Concessions
- ⊙ Meetings-Patrons-Community
- ⊙ Restaurant & VIP amenities
- ⊙ Co-op – Rental – Office Space
- ⊙ Courtyard rental & Community use space
- ⊙ 10 -Birthday Party/Meeting Rooms
- ⊙ Dance, Art, Recording Studios, Art Gallery for Local Youth's Art
- ⊙ Child Development Center
- ⊙ Specialty shops & Eateries
- ⊙ Corporate Conferences and Events
- ⊙ Field Trips – Summer programs
- ⊙ Naming Rights – Marquee Advertising
- ⊙ Amphitheater – Outdoor Movies & Performing Arts



THE ENTERTAINMENT CENTER
& SPECIALTY AREAS

- VIP & Corporate Amenities
- Themed Meeting Rooms
- 10 Birthday Party Rooms
- Start-of-art Bowling
- Area For Teens Only
- 3 Multi-use Theaters
- Video Room - Game Room – Board Room
- Mom's Area Little Ones Only
- Access Studios special featured attraction
"Make Me a Movie Star"

A graphic with a green and yellow background. The title 'THE ENTERTAINMENT CENTER & SPECIALTY AREAS' is centered in a bold, black font. Below the title is a list of amenities, each preceded by a green circle with a white dot. To the right of the list are four small photographs showing different areas of the entertainment center: a lounge area with a bar, a bowling alley, a theater, and a game room.



MULTIPLEX CAFÉ GIFT SHOP & LOUNGE



- ⦿ Café & Gift Shop will offer the unique specialty gifts and souvenirs from the Multiplex.
- ⦿ The Specialty Shop will offer items made by local artist and teens.
- ⦿ Café will offer special - TEAs, Coffee, Smoothies, Ice Cream, Milkshakes and Pastries.
- ⦿ Lounges will offer an inviting warm atmosphere with Wi-Fi and various seating areas for relaxation, reading, quiet conversations and intimate gatherings.
- ⦿ Café & Gift Shop will be the entrance to the restaurant and lounge.



MULTIPLEX RESTAURANT WITH ROOF-TOP SEATING



- ⦿ The family style restaurant will be located in the Family Entertainment Complex
- ⦿ The restaurant's commercial kitchen will cater to all of the events held in the Multiplex Conference & Event Center
- ⦿ The atmosphere will be inviting and comfortable and include rooftop amenities



MULTIPLEX MULTIUSE SPACE



- Multi-use space will be used for fitness, health & wellness and exercise classes
- The facility will be rented out for events i.e. the annual conferences, events, weddings, school and church events.
- Specified hours will be allocated to activities for Child Development Center & in-door walking for seniors citizens
- Intergenerational Programs

“ACCESS STUDIOS”



- ⊙ Business & Entertainment use
- ⊙ Film & Photography
- ⊙ Television Studio – Commercials – Mini films
- ⊙ Hands-on Training for film students
- ⊙ Digital Media Training
- ⊙ Partnership with colleges and organizations
- ⊙ Promotions will target schools, families, groups, individuals, tourists, mini films, commercials and corporations for team building and for entertainment pleasure. .

MULTIPLEX RECORDING STUDIO



- ◎ The recording studio will also be used for youth to read books on tape and make them available to blind and seasoned citizens who are unable to read.
- ◎ The recording studio will be rented to persons or groups to record songs, poetry, books etc.
- ◎ The studio will be a tool used to teach youth that want to learn the trade/industry of recording music.

MULTIPLEX ART GALLERY & ART STUDIO



- ◎ The Art Studio will be an extension of the school
- ◎ The Art Gallery will offer youth in the Charlotte-Mecklenburg Area a place to sell their art projects.
- ◎ A percentage of the profits from art or project sold will go to the student who created the art.
- ◎ The individual projects created will be part of the skill development of the artist.



MULTIPLEX DANCE STUDIO



- ⦿ The dance studio will be rented to persons or groups to dance or practice dancing
- ⦿ The dance studio will be used for dance lessons for all age groups.
- ⦿ The studio will be a tool used to develop and teach the performing art of dance.



(3) MULTIUSE MOVIE THEATERS



- ⦿ Multiuse Theater for Corporate Presentations, Church meetings - Graduations- Productions.
- ⦿ Concept to build with retractable walls for larger audience use when needed.
- ⦿ Children/Youth Theaters with large screen and seating for 200 seats will be available to show movies, films, or for special events.
- ⦿ 2 Movie Theaters (200 seats) will be available to show the movies, rentals, and movies made by the "Make Me a Star" attraction.

TEENS & B4 TEENS(TWEENS) RESOURCE CENTER



- ⦿ For Teens Only will be a designated for teens to study, read, training, socials.
- ⦿ Teen Resources Center Talent, Career & Entrepreneurial Development



FUN & LEARNING FOR MOMS & LITTLE ONES ONLY

An area will be designated for Mom's and their Little Ones Only to play and have fun, learn and grow.



- ⦿ Area centered at Specialty Shops, Food & Concessions





THE VIDEO GAME ROOM



- ⦿ Video Game Room will accommodate indoor sports and fun activities
 - ⦿ Giving seniors and families a safe place to exercise, play games and socialize.
 - ⦿ Team Building Activities
 - ⦿ A check-in and out counter will insure time limits of the user and safety of the controllers

THE ARCADE FUN & GAMES



The Arcade will include positive fun games

Field trips for schools & organizations.

Team Building for corporate, the fun goes on!

- | | |
|---------------------|-----------------------------|
| ⦿ Bowling | ⦿ Pool Tables |
| ⦿ Basketball | ⦿ Ping Pong Tables |
| ⦿ Ms. Pac Man | ⦿ Specialized game machines |
| ⦿ Skee Ball | ⦿ Air Hockey |
| ⦿ Pin Ball Machines | ⦿ And more |



THE BOARD ROOM

- ⦿ Games will be available for the young and old
- ⦿ Board games
- ⦿ Card games
- ⦿ Chess/Checkers
- ⦿ Crafts and More
- ⦿ Karaoke
- ⦿ Playdates a successful Game Night for Mill will be hosted bi-weekly in the Game Room



THE COURTYARD/OUTDOOR



- ⦿ The courtyard is an extension to outdoor opportunities available for relaxing, eating, reading, BBQ's etc.
- ⦿ The courtyard will be available to rent for private parties, events, meetings etc.
- ⦿ The courtyard will be an added touch of bringing the outdoor into the multiplex



Entrepreneurial Based Learning/Resource & Training Facility *and* *"After-School City"*



LEARNING STARTS AT THE CHILD DEVELOPMENT CENTER



- ◎ The Child Development Center is strategically designed to serve all aged youth
- ◎ (2 working shifts (infant to four year olds), after-school youth and home-schooled students.
- ◎ The TBAGS innovative curriculum will develop the use of technology and talent in youth beginning at an earlier age and prepare them to be technically, creatively and academically advanced.
- ◎ The center will provide **drop-in child care** opportunities for visiting patrons to the complex attending special events on weekends or evenings.

“AFTER-SCHOOL CITY”



One City - One Location – One Purpose

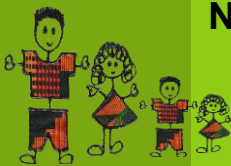
Parents, Public & Private Schools, Mentors and Partnering Organizations from all over the city will be able to drop children, teens and home schooled students off at “*After-School City*” and select from a variety of programs that cater to the emotional, educational and talent development of their youth.



A Great Opportunity! A Great City! A Great Time! for...

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MULTIPLEX CENTER **4** FAMILI**E**S
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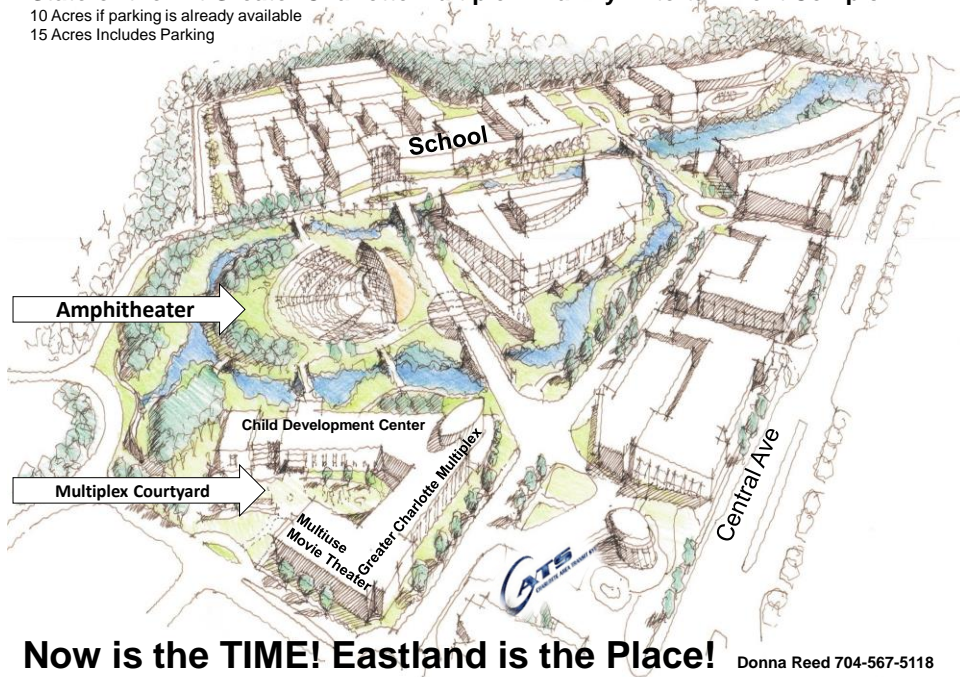
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